



How to Launch Your Music Career in 21 Days.

By Terry Moorer

A guide for indie artists worldwide

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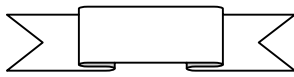
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About this FREE desktop book. This book was designed to help you launch your music career in 21 days. This is a day by day guide to your music career, but it is not intended to be a complete guide. This guide does not include detailed topics regarding management, radio promotions, etc.

Also note, you will see this icon  throughout this book. This icon will indicate a bonus after specific days. A bonus can consist of a secret tip, software tip or a bonus tip.

For additional resources not covered in this online book, please visit <http://www.learnthemusicbusiness.com>

I get a lot of requests from people who want to be artist in the music business and they want my help. I am open to help anyone but most people I meet only dream about being the next big star. Most artists want the fame without the work. It's very hard to talk to everyone especially with my hectic schedule. So I created this digital book to give artists some direction.

As a celebrity publicist, I've been blessed to work with everyone from MC Lyte to PDiddy. After being burned out over the years by non-paying artists, prima donna stars and crooked industry types, I left the entertainment business to pursue a career with The Coca-Cola Company.

After 10 years with the world famous brand, I decided to get back into the music business after meeting so many independent artists on MySpace looking for advice and getting scammed.

After only a few months on MySpace, my phone started ringing non-stop with all types of music business questions.

Along with a team of web designers, Internet marketers, etc, I've also created music industry blogs, monthly video newsletters, free teleseminars and an exclusive membership based website – www.learnthemusicbusiness.com

So lets get started... your music career is waiting!!

Feel free to send this FREE book to other music artists that can also benefit from this information.

ABOUT TERRY MOORER: TERRY MOORER IS A CELEBRITY PUBLICIST AND MUSIC COACH WHO HAS WORKED WITH MTV, BILLBOARD MAGAZINE, NEW YORK KNICKS, WILL SMITH, DENVER NUGGETS, QUICNY JONES PRODUCTION, QUEEN LATIFAH NBA ENTERTAINMENT, MC LYTE, NBA STAR KENNY SMITH AND OTHERS. READ HIS COMPLETE PROFILE AT

<http://www.myspace.com/tmoorer>

Day 1

Setting up your domain name

Your domain name is your personal street address on the World Wide Web. To build your image on the internet, every artist should have a domain name registered for their stage name. When marketing your music, this will help your fans quickly find you. For example, if your stage name is *be a star*. Your website address should say *be a star.com*.

Get your domain name fast because another person or company might be registering the same name.

As an artist, you don't want your fans searching for *be a star.com* and find a talent agency or something worse.

Don't make it confusing for your fans to buy your music or you will lose music sales. A site that I use for domain registration is GoDaddy.

Go Daddy has low cost for domain registration and their customer support is great! Plus you can reach anyone with questions 24/7.

Here are a few examples of celebrities that have already registered their domain name.

Kanyewest.com
Queenlatifah.com

These artists have missed the opportunity.

Thespicegirls.com (note—if you type in spicegirls.com, you are redirected to an unofficial fan site)

eddiemurphy.com (no current site exist for this mega movie star, but the domain name is registered to someone in India)



Important note. When you register your stage name – also register your given name. Find out why this is important and how not registering any name, could cost your music career hundreds of dollars, when you become a member at <http://www.learnthemusicbusiness.com>

Day 2

Learn the music business.com

If you could have unlimited access to hundreds of articles, thousands of hours of audio and video clips teaching you about the music business, would that be a value to you?

How much would you be willing to pay on a monthly basis?

Would paying \$500, \$200 or even \$100 per month, be worth it if it could help your music career?

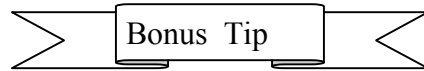
If you could have access to the top producers, music executives, songwriters and others high profile music professionals teaching you about the music industry, could you put a price tag on it?

That's the concept behind **learnthemusicbusiness.com**. A website that combines all of the resources you need to manage your music career. Here is an incredible resource that I created to help you learn about the business without holding anything back. Honest straight forward information.

For only twenty-six cents per day, you can have access to numerous articles, exclusive video and audio clips from well known music experts and established artists who are willing to teach you about the music business.

Here's what you'll discover just waiting for you...

- **Music Mogul Conference Calls:** by far, the world's most active and powerful forum for music professionals.
- **Exclusive Audio Interviews:** with the world's most successful music professionals and artist revealing how to make it BIG in the music industry. Each audio segment is over 30 minutes and guaranteed to give you the REAL DEAL about the music business.
- **Website Strategies:** breakthrough plans on how to generate massive traffic to your website, so people can buy your music.
- **Hot Links:** - Links to the best resources on the web that will make (and save) you hundreds of dollars in your music career!



When performing, make sure to include a performance rider along with your performance contract. A performance/hospitality rider is a list of special requests for the comfort of the artist during the show. Sometimes this document is provided along with the technical rider; other times, it is provided much closer to the performance date. Some common requests are:

- Specific foods
- Particular beverages (sometimes alcoholic)
- Towels
- Transportation to and from the hotel
- A personal assistant
- A number of 'comp tickets' (free tickets for friends and family)
- Specific hotels (Hilton, Marriott, etc)
- Private dressing room

Notable Rider Requests

- Van Halen requested in the technical rider that a bowl of M&M's be provided with the brown ones removed; the objective of this was to determine how much attention to detail the crew paid.
- Frank Sinatra's rider included an ear, nose, and throat specialist, as well as an assortment of alcohol.
- Paul McCartney requested a sweep of the venue by bomb-sniffing dogs before the show.

Source: "wikipedia"

Day 3

Putting your dream team together

Manager – The responsibility of the manager is to manage your career. The manager is funding your music career by paying for your studio time, paying the photographers to take your publicity pictures. If you have a promotional show, in another state, your manager will arrange your trip and pay for your hotel and travel expenses. Your manager is investing in your career with the assumption that when you make it big, he will get a huge return on his money.

Publicist- Keeping you in the media eye is the role of the publicist. When you see your favorite singer on the pages of Vibe magazine or performing on the Jay Leno show. It's the work of a great publicist. A publicist monthly fee can range from \$1500 to \$3000.

Attorney-Your Legal team can help you stay out of legal trouble. Before you sign that multi-million dollar contract. Make sure your legal team reads it first. Your million dollar contract could be a million dollar scam, get everything checked before signing the dotted line.

Business Manager (CPA/Financial Planner)- It's not how much you make but how much you keep. Your business manager will keep you two steps ahead of an IRS audit and out of the broke house by helping you invest your money wisely. If you have your eye on buying that powder blue Lamborghini Gallardo, Your business Manager/CPA will make sure it's a wise decision.

Choreographer-Do you want a banging stage show. Get a top notch Choreographer. Coming out with your debut video? Hire real dancers and an award winning instructor to make you really shine in front of the camera.

Stylist-A great stylist knows how to make you look like a million bucks in front of the camera even when you feel like a bum. A stylist knows their client well and what works and doesn't work. Keeping a good stylist on your team is critical.

Photographer- A photographer is normally used only for publicity photo. But if you going to an all star music event – take your photographer with you to make sure you get those once in a lifetime publicity show with the A-list

Marketing team- How do you get the word out, along with your publicist? Your marketing team will come up with ideas and strategies to maximize your brand. For example, ways to put your brand worldwide.

Road manager-When you finally sign on for that major tour with Jamie Foxx or just performing at a local venue. Your road manager will help keep it all together for you. When on the road, Road Managers will coordinate hotel rooms, when and where the band will eat and when soundcheck is schedules. But most important, they collect the money from the promoter so you get paid.

Producer-Finding the right producer to get the hit sounds you need is not enough. You have to have a producer or production team that you feel comfortable working with. For example, the kind of relationship, superstar R&B singer Aaliyah had with Timbaland and Missy Elliot

Radio Promoter- trying to get your songs on the radio? This important team member can make it happen for you. He has a great relationship with the program directors and radio DJ's. Just like the club promoter, he may only have connections in the surrounding area. He may not have a connections nationwide

Web design/internet marketing team – The internet is a major marketing area for independent artists – We will discuss later on how to get a great looking website and how drive people to your website to buy your music

Day 4

Get my attorney on the phone!

I've save a lot of money on legal fees using a 35 year old company called Pre-Paid Legal Services. Pre-Paid Legal based out of ADA, Oklahoma and a New York Stock Exchange company, has a network of hundreds of attorneys and law firms. Between \$26 to \$50 a month, you can have access to top- rated attorneys across the country. Pre-Paid Legal does for legal bills what health insurance does for medical bills. Once you become member, they never raise your rates. Working with Pre-Paid Legal Services, your spouse and children (up to ages 18 to 23) will likely also be covered depending on whether or not they are in college. Pre-Paid Legal Services is only available in North America and parts of Canada

I'm an independent associate with Pre-Paid Legal, and a very satisfied member. If you are interested in finding out more and to see how this company can save you a lot of money in legal fess for your music career.

Visit my website at

<http://www.terrymoorer.com/>

There you will see the different type of membership plans and sign up if you find one that's right for you. The plans are based on a month to month contract so you are not tied to a long term contract, unlike your record contract.(smile) I highly recommend you to try it. As an independent artist, it's important to cut costs and stay under budget but while getting the best legal representation.

A summary of Pre-Paid Legal benefits

Perhaps it will surprise you when you learn what is covered by the Pre-Paid Legal membership.

- Have you ever been afraid to call a lawyer because of the cost?
- Have you ever signed a contract or other document?
- Have you ever just wanted to know what your rights are in a given situation when it comes to your music career or personal life?

Preventive Legal Services

Phone Consultations on Unlimited Matters

If you have question related to your music career or your personal life call your law firm and never worry about the bill. Questions about incorporations, setting up your business or personal matters can now be answered with a single phone call

Phone Calls and Letters...

Your Provider Lawyer will recommend a letter or phone call when that is the best step for you. One call or letter per personal subject related matter is free with your membership. Plus, you'll receive two business letters each year at no additional cost!

Contract and Document Review...

Before you sign that music contract, you can have an unlimited number of personal legal documents, up to ten pages each, reviewed by your provider law firm. Up to three business contracts per month included in the home-based/small business membership. Your Provider Lawyer will analyze the contracts and suggest changes for your benefit before you sign.

Wills for You and Your Family...

A Will for you at no additional charge, not just a "simple" Will, but one that meets most Americans' needs - with free yearly reviews and updates. Wills for covered family members are just \$20 each; changes and updates \$20. Trust preparation is available at a 25% discount.

Moving Traffic violation

Your Provider Lawyer will represent you or your covered family members against moving traffic violations at no additional cost to you. Now you can have help with traffic tickets, for example speeding tickets and not have to worry about the cost of representation. This part of the plan takes 15 days, after enrollment to become effective

Trial Defense Services and IRS protection

Other legal services

Your Provider Lawyer will render assistance at a 25% reduction to his or her standard hourly rate* for you or your spouse should you need legal services not covered by this plan. A retainer may be required for services being rendered under this benefit. Five days are required for preparation for court representation.

*Hourly rates for Referral Lawyers and court appearances may vary.

Legal Shield

Becoming a Pre-Paid Legal member gives you access to legal representation 24 hours a day. Imagine the power of having access to an attorney at 2AM.

Day 5

Where to find your team

Meetup

If you are ready to put your team together but not sure where you can find a good photographer or choreographer, a great website to visit is called Meet Up.com. Meet up is a network of various people who have the same interest. For example if you live in San Diego and need a good photographer, join the San Diego Meet Up, a group with over 700 photographers. Take a look at this link to get an idea.

<http://photo.meetup.com/39/?gj=sj2>

Billboard Directories

Billboard magazine publishes The **International Talent & Touring Guide**, both online and offline versions contains over 30,000 key listings covering all aspects of the talent and touring industry. Artists, managers, venues, instrument rentals, booking agents, security services, staging and special effects, hotels all in one easy-to-use reference source.

In addition to over 13,000 detailed U.S. and international listings of record labels, music publishers, wholesalers, distributors, service and supply companies, PR firms, entertainment attorneys, duplicators, equipment manufacturers, industry associations, and more. Included are names, addresses, phone and fax numbers, and email addresses. It makes a great reference when putting your team together. Current retail price is \$275.00

Day 6

Protecting your music

The days of poor man's copyright is long over. Poor's man's copyright is when an artist mails himself the original music works. As an artist, if you really value your craft. copyright your songs the correct way through the U.S. copyright office in Washington DC. And take the steps to become a member of ASCAP or BMI.

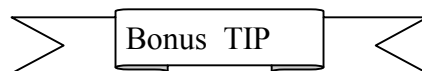
BMI (Broadcast Music INC) is a performing rights company that was started in 1939 by a few radio executives. The other major player is ASCAP(**American Society of Composers, Authors and Publishers**) was started in 1914 out of New York City.

A sample of BMI roster

- ❑ Miley Cyrus
- ❑ T.I.
- ❑ Dixie Chicks
- ❑ Mariah Carey

A sample of ASCAP roster

- ❑ Queen Latifah
- ❑ Van Halen
- ❑ Beyonce



ASCAP has great workshops for songwriters. Log onto the ASCAP website to learn more about the ASCAP Writers Series, ASCAP's Music Business 101 for Songwriters and other seminars in your city.

Day 7

Website designs/logo designs

As an artist, building your image on the Internet is critical. It is more important to have a website that your fans can easily find and browse through. Getting together a web design team that you can work with on deadlines and multiple revisions. Most artist throw together a website and sit back and wait for the CD sales to roll in. The Internet is like a whole new planet and you are one tiny house on a block. It's important to learn how you maximize your Internet CD sales.

Logos and headers are another way to brand your identity. Everyone recognize Oprah's logo and everyone knows the trademark script in Coca-Cola. By the way, Coca-Cola script is called Spencerian.

A website header is similar to the Aweber or Armand Morin header below. It is also called a banner and it is very popular on mySpace pages. Click on the underline links below to visit each site.

Examples of headers and logos



a great email marketing website for artists

<http://listpro.themaxxcorp.com>



AMERICAN IDOL UNDERGROUND
SUBMIT MUSIC • COMPETE FOR PRIZES • GET EXPOSURE

A good resource for indie artists



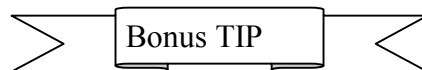
Armand's website is great for internet marketing -Armand Morin
<http://truthmarketing.themaxxcorp.com>



<http://hosting.themaxxcorp.com> – Host your website for about \$5 per month



Add credit cards to your website –



Elance is a great option for artist to save money on web design. By posting your project on Elance, you can receive bids from hundreds of webmasters looking to take on your project. You control your budget, review the webmasters portfolio and decide who you want to hire. Check out <http://www.elance.com/>

I also suggest The Banner Queen website for great logos, banners and headers. For only \$45.00, she can design a great image for you. Visit www.thebannerqueen.com

Another recommendation is Arturo who does great MySpace designs.

He designed my PublictyMaxx MySpace page and I get a great response from people all of the time. Take a look at his work at

www.myspace.com/rtorotoro



Day 8

How to play the music conventions

There is an old saying “it’s not who you know but who knows you!” The music business is all about networking and building relationships. One of the best ways to network within the industry is to attend music conferences. Most artists attend music conferences and spend all of their time standing in the lobby trying to be seen.

There is a right way and wrong way to network a major convention or even a local college event.

Right way (Do)

- Who do you want to meet? If you know that a music executive is attending a discussion panel on radio promotion, make it a point to meet him/her?
- Decide on what topics do you want to learn about? Plan what you will wear.
- Carry business cards and keep the conversations short
- Call your network to set up meetings with others while you are at the conventions
- Make it a point to meet the convention organizers and compliment them on a job well done
- Plan where you will eat. You can waste a lot of time looking for a good place to eat
- Learn the rules of the hotel where you will be staying. You don’t want to arrive at 4:00pm and learn that you lost your room because check out was at noon.

Wrong way (Don’t)

- Go to a convention to party like a rock star
- Talk loud in the hallway or inside the seminars

- Hand out your CD's to everyone you meet, most of them will end up in the trash.
- Don't stand in the hallway all day while the sessions are going on
- Don't try to sign a record deal on the spot. Some artists go to a major convention thinking they will walk away with a signed contract.

Day 9

Wow! You learned a lot over the last few days. Day 8 is all about you. Relax and take the day off. Tomorrow we will learn about press kits.



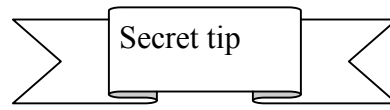
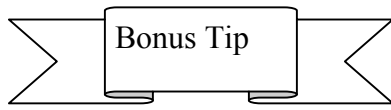
Day 10

Putting together your EPK

When you hire a publicist a press kit becomes a critical part of your music business. It helps to sell your image to magazine editors, TV show producers or potential concert promoters. A press kit will consist of a black and white photo of you, a bio and a sample of your tracks on CD. Most artists will also include news clippings from various magazines and newspaper articles. Of course, you only want to include the positive stories.

When your publicist hears “send me a press kit on your artist and I’ll take a look...they know that they have a chance to get you placed. But now however, the Internet has changed the way the press kits are delivered. Back in the day, you mailed a press kit. Today you email an EPK (electronic press kit) because it’s electronic. An EPK can also be distributed via DVD, CD and electronic business cards. Below is an example of how your bio and the layout of your /b/w photo.





To learn more about EPK. Visit www.SonicBids.com. The prices ranges from \$49.95 to \$99.99 per year. They also offer a free trial to test the system.

If you don't know where to go to order your publicity photos, join learnthe musicbusiness.com (<http://www.learnthemusicbusiness.com>) and I'll share a secret on how you can order hundreds of black and white publicity photos for under \$80.00.

DAY 11

How to tour on a budget

As an independent artist, it is important to keep cost down especially when touring with a large group of people. Your expenses can skyrocket. If you are based in New York City and you have a show in Dallas, Texas, It's hard to find a concert promoter who will pick up travel expenses for everyone in your entourage. Or sometimes as a new artist, you might be responsible for expenses when it's a promo show.

One way to make sure that you stay within a promoter budget or your budget is to consider a luxury motor coach. If you travel with a group of 5-10 people, that most likely includes your dancers, stylist, band members and others paying \$200 per person on airfare alone can cost you about \$2000-\$4000. Some motor coaches come with 12 bunk beds and a large bed and shower in the back. Most buses can be rented at about \$300-\$800 per day. You can really cut your cost in half.

Take a look at a few websites below and ride to your next show in style and under budget.

<http://travelsupreme.com/>

<http://holidayrambler.com/index.html>

<http://www.featherlitecoaches.com/>

<http://www.marathoncoach.com/>

<http://countrycoach.com/>

Day 12

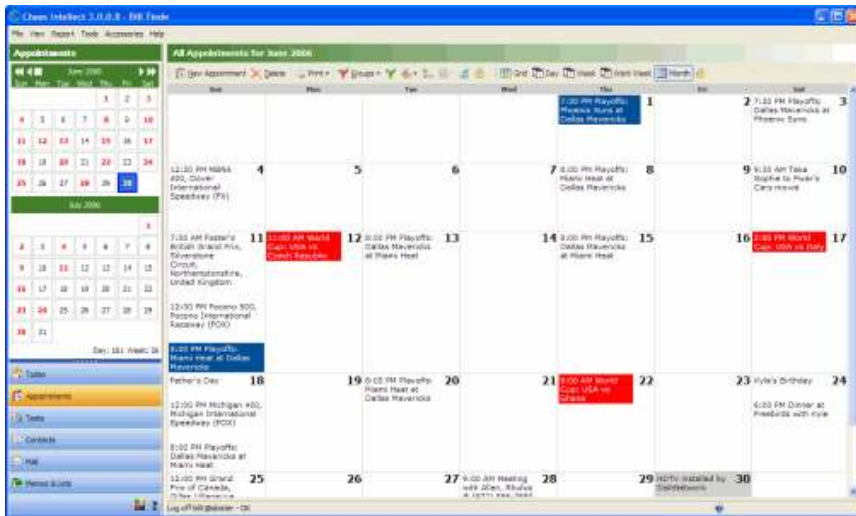
Getting Organized

As an artist you play many roles. On some days you are the publicist, following up on calls as the manager, scheduling your shows as a booking agent and even double duty as an accountant.

When you are not organized, you tend to leave a lot of money on the table. The promoter you forgot to call back last week or the record producer who wanted to introduce you to the record executive a month ago, It can all be overwhelming. There are a few products that have made my life a lot easier. I want to pass along the information to you.

Chaos Intellect is an excellent contact and email manager. I have several different email addresses. Before I would have to log in and check them one by one. Now I can have all of the email collected in one software and I can see on one screen, what needs to stay and what needs to be deleted. It also has a great calendar module and the task module is fantastic. The price is very reasonable at \$59.00

You can also download a free trial to test it out. Take a look at a few screenshots below.



<http://www.chaossoftware.com/intellect.asp>

Jet tools –Jet tools is another great tool that I like. Since I visit so many websites and use a lot of software, it's great to have access to them at the click of a button. According to the manufacturer, despite Microsoft's best intentions, the Start Menu isn't everybody's cup of tea. If you're looking for an alternative way to launch your programs, take a look at JetToolBar. During installation this well-done utility creates 14 default categories, registers shortcuts for many of your applications, and adds bookmarks for recommended Web pages.”

<http://www.cowonamerica.com/products/jettoolbar/index.html>

Google Notebook. Another great way to be organized is to get rid of all the notebooks that you have with tons of notes from various websites that you visited and go digital.

For example, lets say you come across a great website that can help promote your music. Instead of writing the information down on a piece of paper, you can go to Google Notebook and save it as an electronic file.

A few benefits of Google Notebook

Clip and collect information as you browse the web.

- **Clip useful information.**

You can add clippings of text, images and links from web pages to your Google Notebook without ever leaving your browser window.

- **Organize your notes.**

You can create multiple notebooks, divide them into sections, and drag-and-drop your notes to stay organized.

- **Get access from anywhere.**

You can access your Google Notebooks from any computer by using your Google Accounts login.

- **It's free**

- **Publish your notebook.**

You can share your Google Notebook with the world by making it public.

-
- **New! Get access from your phone.**

You can now access Google Notebook from your mobile phone by going to <http://www.google.com/notebook>

Open Office -An alternative to Microsoft office I recently checked online and a current version of Microsoft Office Professional retails for over \$300.00 That's out of budget for most independent artists. But having access to Microsoft Word, PowerPoint, Access and Excel can be a great addition to your business. There is a great second choice out there called Open office ([OpenOffice.org](http://www.OpenOffice.org)) Open Office is a multi-platform office productivity suite that includes desktop applications such as a word processor, a spreadsheet program, a presentation manager, and a drawing program, with a user interface and feature set similar to those of other office suites. OpenOffice.org also works transparently with a variety of file formats, including those of Microsoft Office. Best of all its free.

<http://www.openoffice.org/>

Access Manger is another free product that lets you keep all of your website passwords in one place. If you lose track of all the different website usernames and passwords, you will appreciate this easy to use software. It offers fast, easy and secure password storage. One 'Master Password' is all that is needed to access all your passwords:

<http://www.accessmanager.co.uk/>

DAY 13

Getting distribution

One of the hardest parts for any artist is to get your music distributed. How do you follow up with shipping orders, CD duplication and organizing your customer's contact information? Most artists want the record deal so bad because of the distribution benefits. But now the advantage of the Internet has shifted the balance in your favor. The Internet actually gives you a better distribution options than most record labels because you can instantly sell to the young fans in Durby, Belgium, one of the smallest city in the world. You can keep the personal relationship going directly with your fans, using the Internet to get your music into the hands of your customers. All your customers have to do is click the payment button and instantly download your music. But if your customer prefers to have an actual CD, how do you keep control of your shipping costs? Consider a few of the options below

For digital downloads. You can offer your fans
CD baby
Itunes
Snocap

For customers who want to have a product in hand, consider CD on Demand.
Here are a few sites below

CD-Fulfillment

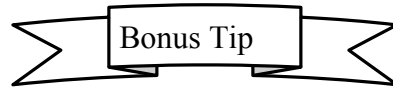
<http://www.cd-fulfillment.com/>

Create Space allows you sell your product on Amazon as well as create an Estore for you

<http://www.createspace.com>

Swift CD

<http://www.swiftcd.com>



If you have low CD sales and want to ship your own orders to keep your costs down even more. Try Neato for custom CD labels.



DAY 14

Social Networking –

MySpace, Tagged, Imeem, Facebook, Goldmic are just a few of the social networking sites that can help promote your music. With the popularity of MySpace, you can promote your videos while connecting with your fans. You can post recent concert photos, update your tour calendar and even write a weekly blog about your time in the studios. However MySpace is not the only player in town. There are thousands of similar websites popping up every day which means more massive exposure for you. But taking advantage of MySpace and other sites means logging in on a daily basis and networking.

One of the great features of these sites is the search function. Imagine you are interested in booking a show in Hong Kong. You now have the ability to search for a music promoter in Hong Kong and make contact. Amazing!

If you don't have a current music profile on at least three websites get started today and start marketing.

Day 15

Enjoy the day off



Day 16

Brand Building

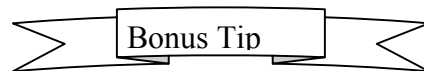
So what is your image? Who are you marketing your musical brand to? Do you sing like Jill Scout but come on stage dressed like Lil Kim? Do you have a recognizable logo like Oprah's O or Starbucks?

Does your website receive thousands of unique visitors each month? When you look at Jay-Z, what image do you see? What comes to mind when you think of Kimmora Lee Simmons image? Kimmora is a glamorous diva and entrepreneur, and her Baby Phat franchise sends a message of wealth and success.

Soulja Boy, a recent MySpace success is a popular artist who markets to the teen demographics, while the late great Gerald Levert captured the heart of older and more mature women. Alicia Keys and Mary J. Blige music styles have reached all levels of music lovers. Take a moment to write down your image. What is your style? How are you building your brand?

Lets take a look at a few artist and companies and see if you can guess their image and brand

1. Coca-Cola
2. Mary J. Blige
3. Beyonce
4. CNBC
5. 50 Cent
6. Johnny Gill



If you really want to know about building a brand, I strongly recommend you visit Amazon .com and purchase **The 22 Immutable Laws of Branding** by Al Ries. Ries was selected as one of the most influential people in the field of public relations in the 20th century by *PR Week* magazine in 1999

DAY 17

Creating your opt in page/ How important is building your list?

Do want to make a million dollars selling music? Build a massive fan list! That's how important your list is. Music superstar Prince can disappear from the music scene for years and return with a cd that will sell millions of copies because he's developed a fan base.

An example of an opt in page

Sign up for our band's newsletter below

Name

Email

Just be careful that you only send emails to people who request the information. Always include and an unsubscribe link in the email or newsletter, so people can let you know if they want out.

According to "Wikipedia", the definition of SPAM is Spamming is the abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages. While the most widely recognized form of spam is e-mail spam, the term is applied to similar abuses in other media: instant messaging spam, Usenet newsgroup spam, Web search engine spam, spam in blogs, wiki spam, mobile phone messaging spam, Internet forum spam and junk fax transmissions.

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Day 18

Viral Video Marketing

YouTube.com and other video generated websites have exploded over the last few years and that creates more opportunity for artists to get more exposure. Years ago, as an artist, your goal was to get your video played on MTV because that was the only outlet for massive exposure. But now YouTube.com and Yahoo video have leveled the playing field. For example, take a look at a few of the independent artists below and how many views their video has received on YouTube.com.

Those numbers can translate into a growing fan base and potential buyers

Jennifer Newberry–21,000 views for the song Daddy

Vixter Duplaix-12,813 views for song Make a Baby

Leah Devon–745 views on Waiting for You

Tila Tequila–over 1 million views – Send Me an Email



Want to learn how to get the fastest exposure on the Internet with your music videos? Visit <http://www.learnthemusicbusiness.com/>

Day 19

Your fan base.

Lets talk more about your fans, who can make or break your career. It's important to keep them happy with great music, innovative contests and good concerts. Your fans will turn out to be your street team, if you treat them right. Imagine a street team that you don't have to pay to help market your music. Imagine an international street team. So make sure to constantly keep in touch with your fans. Create a fan club where your fans can receive birthday cards, an autograph picture, or updates. Your MySpace page can act as a fan web page.

If you are performing a show in their local area, send them an invite to be your guest. Treat them like friends and not like fanatics. Hire someone part time to manage your fan club for you. This person can send out electronic birthday cards and arrange backstage meetings.

Try BirthDayAlarm.com to keep track of all the important dates of your fans. You can set up automatic delivery of Ecards to help you celebrate a birthday or anniversary.

Day 20

The Benefits of a Internet Marketing Team

You have your website built and ready to launch. But how will people find it? How can you drive people to your website to buy your music? Putting together an Internet marketing team can help you achieve Internet traffic results.

I encourage you to visit Alexa.com, a site that monitors websites across the world and lets you know the popularity of each site. For example if you search Myspace on Alexa, it currently ranks # 6 out of all the websites in the world. Jenniferlopez.com has a traffic rank of: 41,764. Ranking #6 above millions and millions of webpages can give you an idea of how many visitors they get.

Just like having a publicity plan, nowadays every artist should have an Internet marketing plan. The Internet is seeing a surge of new visitors each day.

Visitors are searching the net looking for music to buy. If you have a current website up, how easy is to find? When a fan is looking for some good R&B music, on what page does your website show up? If you spent thousands of dollars on a great website but your page pops up on page 345 out of 2000 pages no one will ever find you. Your Internet marketing team can show you ways to get to the front of the line.

When you are searching the net, do you wonder how the same websites keep coming up on the first two pages of searches? It's called Pay Per Click advertising and a lot of people pay to get in front of your customers.

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Bonus Resource



If you are an independent artist, I strongly urge you to learn how to play other instruments. That way you can be more diverse behind the scenes. One of my good friends, Jermaine Griggs is only 24 years old and is a minister, musician, entrepreneur, and public speaker. Having grown up in the inner city of Long Beach with just his mom and sister, he always envisioned life on the other side of the tracks. At the tender age of 16, he started Hear and Play Music, an instructional music company specializing in teaching piano by ear. With only \$70, he bought the name Hear and Play and launched the company that would not only change his life but hundreds of thousands of musicians around the world through his books, DVDs, and training courses.

Seven years later, over 2 million aspiring musicians download his online lessons every year and over 200,000 loyal students receive his regular newsletters. Having seen his company grow from a few hundred dollars a month into a million dollar business is nothing short of amazing and Jermaine is constantly reminded of his humble beginnings. He knows what it feels like to be on both sides of the track and shares his story with entrepreneurs all over the country regularly.

Jermaine's piano lessons covers Jazz, Gospel and Urban Contemporary.

Visit his website <http://playjazz.themaxxcorp.com>

Congratulations on making it to Day 21 – Your Music career is waiting

Action Steps checklist

- ❑ Register your domain name at www.GODADDY.com
- ❑ Become a member at www.learnthemusicbusiness.com
- ❑ Research different resources to find your dream team
- ❑ Go to www.terrymoorer.com and sign up
- ❑ Become a member of ASCAP or BMI
- ❑ Research and put together your web design team
- ❑ Register for any upcoming music conventions
- ❑ Get ready to put together your press kit (consult with your publicist, if you have one)
- ❑ Make a list of who goes on the road with you
- ❑ Become an organized entrepreneur
- ❑ Set up your CD distribution (online and offline)
- ❑ Maximize the MYSPACE profile
- ❑ Start building YOUR famous BRAND
- ❑ Find a reliable intern or assistant
- ❑ Search for your internet marketing team
- ❑ PUT (YOUR PLAN) EVERYTHING IN WRITING AND POST IT EVERYWHERE

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from the author



Thanks for the opportunity to share with you this incredible information about the music industry. I look forward to hearing your feedback

Feel free to contact my assistant, Kimberly at Kimberly@learnthemusicbusiness.com for any questions or speaking engagements.

All the best

Terry Moorer

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